In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1   1.   (Currently Amended) An apparatus for customizing television
2   content operable to run on a computing platform electrically
3   coupled to a receiver which is electrically coupled to a display
4   device, the apparatus operable to receive supplemental data from a
5   supplemental data database maintained by a television service
6   provider, the apparatus comprising:
7   a television tuner/decoder operable to receive television
8   signals from the television service provider and decode the
9   received television signal;
10   an input device operable with said television tuner/decoder
11   enabling a viewer to select for viewing one television signal
12   received by said television tuner/decoder;
13   a supplemental data extractor operable to receive supplemental
14   data from the television service provider;
15   a profile database operable to store a viewer profile;
16   a filter module ~~disposed proximate to the display device and~~
17   ~~remote from the television service provider, said filter module~~
18   electrically coupled to said profile database and to the
19   supplemental data extractor, said filter module operable to access
20   the viewer profile and the supplement data and, in response, to
21   select a preferred display component according to the one
22   television signal selected by the viewer via said input device, the
23   viewer profile and the supplemental data, the preferred display
24   component consisting of supplemental data selected by said filter
25   module according to the viewer profile from among plural
26   supplemental data corresponding to the one television signal
27   selected by the viewer operable to target a particular viewer
28   relative to other viewers by supplementing television content; and

29   an overlay disposed proximate to the display device and remote

30   from the television service provider, said overlay coupled to said

31   television tuner/decoder and to said filter module to substantially

32   simultaneously receive the decoded television signal and the

33   preferred display component, said overlay operable to integrate

34   said decoded television signal and said preferred display component

35   for combined display via a display device.

1   2.   (Original) The apparatus of Claim 1, further comprising a

2   profile module operable to receive viewer demographic information

3   and, in response, to generate the viewer profile.

1   3.   (Original) The apparatus of Claim 2, wherein said profile

2   module is operable to provide a demographic template to the viewer

3   for receiving the viewer demographic information.

1   4.   (Original) The apparatus of Claim 1, wherein the viewer

2   profile contains demographic categories corresponding to input

3   options comprising:

4   an age option;

5   a race option;

6   a gender option;

7   a marital status option;

8   an educational level option;

9   a sexual preference option; and

10   an income level option.

1   5.   (Original) The apparatus of Claim 1, wherein the filter module

2   comprises a selection algorithm operable to select a preferred

3   display component according to the viewer profile and the

4   supplemental data.

1 6.   (Currently Amended) A method performed on a computing platform
2 that is associated with a display device and a receiver for
3 providing   functionality   associated   with   an   apparatus   for
4 customizing television content , the method comprising:
5   storing a viewer profile in a profile database;
6   receiving a plurality of television ~~signal~~ signals from a
7 television signal provider;
8   receiving a viewer selection of one of the plurality of
9 television signals;
10   receiving supplemental data from a display component database;
11   accessing the viewer profile in the profile database and the
12 supplemental data;
13   selecting ~~at a location proximate to the display device and~~
14 ~~remote from the television service provider~~ a preferred display
15 component in accordance with the one television signal selected by
16 the viewer, the viewer profile and supplemental data, the preferred
17 display component consisting of supplemental data selected by said
18 filter module according to the viewer profile from among plural
19 supplemental data corresponding to the one television signal
20 selected by the viewer operable to target a particular viewer
21 relative to other viewers; and
22   integrating at a location proximate to the display device and
23 remote from the television service provider the ~~received~~ one
24 television signal and the preferred display component for combined
25 display to a viewer.

1 7.   (Previously Amended) The method of Claim 6, wherein:
2   said step of selecting a preferred display component in
3 accordance with the viewer profile and supplemental data includes
4   transmitting an abbreviated reference associated with a
5   specific display component to the viewer from the television
6   service provider;

7   automatically selecting an abbreviated reference via the

8   computing platform at a viewer location in accordance with the

9   viewer profile;

10   requesting at the viewer location a preferred display

11   component associated with the abbreviated reference from the

12   television service provider; and

13   transmitting the preferred display component from the

14   television service provider to the viewer location.

1   8.   (Original) The method of Claim 6, further comprising the steps

2   of:

3   receiving viewer demographic information; and

4   generating the viewer profile according to the viewer

5   demographic information.

1   9.   (Original) The method of Claim 8, further comprising the step

2   of providing a demographic template to the viewer to receive the

3   viewer demographic information.

1   10.   (Original) The method of Claim 6, wherein the viewer profile

2   contains demographic categories corresponding to input options

3   comprising:

4   an age option;

5   a race option;

6   a gender option;

7   a marital status option;

8   an educational level option;

9   a sexual preference option; and,

10   income level.

11 to 15. (Canceled)

1 16. (Previously Added) The apparatus of claim 1, wherein:
2   said overlay operate to integrate said decoded television
3 signal and said preferred display component for display via a
4 display device by displaying said decoded television signal in a
5 first display area and said preferred display component in a second
6 display area.

1 17. (Previously Added) The apparatus of claim 1, wherein:
2   said supplemental data extractor is coupled to said television
3 tuner/decoder to extract said supplemental data from said decoded
4 television signal.

1 18. (Previously Added) The method of claim 6, wherein:
2   said step of integrating the received television signal and
3 the preferred display component for display displays the decoded
4 television signal in a first display area and the preferred display
5 component in a second display area.

1 19. (Previously Added) The method of claim 6, wherein:
2   said step of receiving supplemental data from a display
3 component database extracts the supplemental data from the
4 television signal.

20 and 21.   (Canceled)